



Michigan Steps Up

Key Messages

Step 1. Move More Step 2. Eat Better Step 3. Don't Smoke



How Does Health Affect Michigan Businesses and the Economy?

- Michigan's high rates of obesity, tobacco use, and poor nutrition are increasing health care costs and premiums and decreasing revenue in Michigan.
- The annual economic costs of heart disease, physical inactivity, obesity, and tobacco use to Michigan are over \$30 billion.
- Michigan's overall poor health status results in lost productivity, employee absenteeism, disability, decreased employee pool, increased insurance costs, loss of Michigan's AAA bond rating, and decreased appeal of Michigan to business upstarts.

What is Michigan Steps Up?

- Michigan Steps Up is a social marketing campaign designed to promote increased physical activity, healthy eating, and reduced tobacco use among Michigan citizens.
- Michigan Steps Up is a campaign developed by Dr. Kimberlydawn Wisdom, Michigan's Surgeon General, to promote increased physical activity, healthy eating, and reduced tobacco use among Michigan citizens through the combined efforts of the community, faith-based groups, schools, the health care sector, and Michigan's businesses.
- Michigan Steps Up is a campaign designed by Dr. Wisdom, Michigan's Surgeon General, to promote healthy lifestyles through the provision of a website, use of an extensive media campaign, healthy lifestyles challenges, involvement of community leaders, and future grant funding.

How Can Michigan Steps Up Assist Michigan Businesses?

- The Michigan Steps Up Business Group provides businesses with links to helpful resources to assist in the provision of worksite health promotion, which includes worksite environmental assessments, employee health risk assessments, worksite wellness chronicles, and no and low cost strategies for improving employee health and morale.
- The Michigan Steps Up Business Group links businesses with other like businesses to raise the awareness and increase communication to foster successful wellness initiatives within businesses.
- Low and no cost strategies to create healthy work environments are available. The Michigan Steps Up Business Group helps to highlight businesses with low cost strategies for improving worksite wellness and employee health.



Michigan Steps Up
Healthy Businesses

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